



## C3: Clarity, Community, Contribution<sup>®</sup>

C3 is a transformative social learning journey that empowers people to develop meaningful careers and diverse professional relationships. In so doing, organizations improve tenure, productivity, inclusion, engagement and organizational commitment.

### Activating Purpose At Work Drives Results

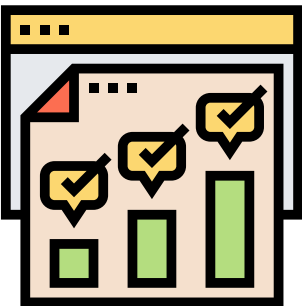
**Activating purpose and belonging unlocks \$20.8k annually in productivity gains per employee, or approximately \$80k over the course of the average employee tenure.**



Employees with a strong connection to their purpose:

- Are more committed to organizational mission;
- Are more productive and innovative;
- Are more effective leaders;
- Are more inclusive;
- Have a longer organizational tenure;
- Experience higher levels of job satisfaction.

### C3 Program Objectives



- **Purpose Smarts** - learners will understand what purpose is, and why it positively impacts their career, leadership, relationships, health and society
- **Purpose Statement** - learners will leave with a tool to make key decisions in their life and career
- **Purpose Activation** - learners will take 5 new purpose-driven actions at work
- **Organizational Commitment** - learners will see the organization's mission as an expression of their unique personal purpose.
- **A Diverse Professional Network** - learners will gain 3 diverse peer relationships to support them in living their purpose at work

# C3 Program Overview

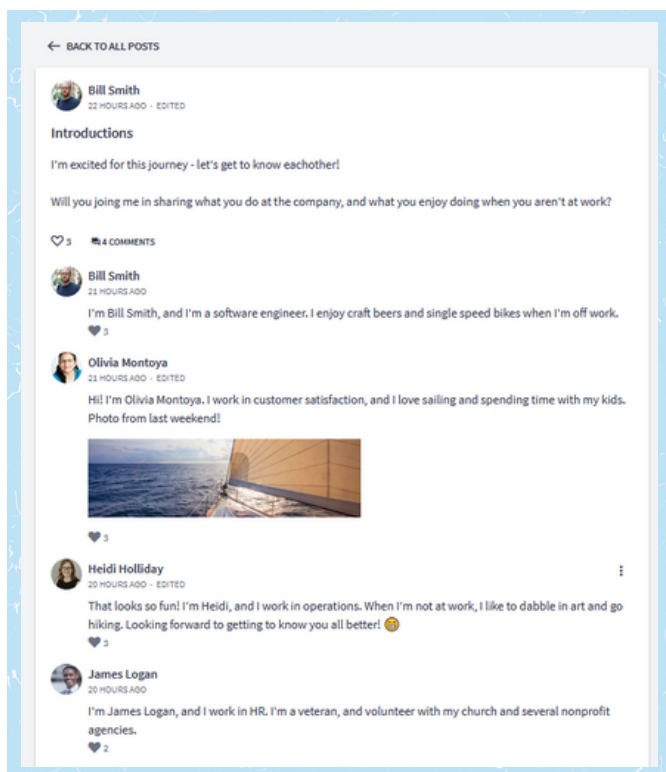
Each module includes a 5-minute teaching video, 2 exercises (one purpose discovery exercise and one purpose activation exercise), and a 1-hour live group discussion.

Before the program begins, employees take a group matching survey and are sorted into groups of 4 that are optimized for diversity to empower them to build empathy and trust with diverse peers. This group functions as a team, as participants cannot progress in the program unless each person completes the exercises and participates in the small, diverse group discussion.



The content is delivered via the Unity Lab LMS, which also connects the small, diverse learning groups for asynchronous communication, hosts the course community forum, tracks group progress, and serves as asynchronous office hours.

The program begins with a live 90-min kick-off session via zoom to enroll participants in the promise of the program, give them an overview of the program and place participants into their groups in breakout rooms for them to get to know each other. The program concludes with a live 90-min closing session via zoom to harvest outcomes, share breakthroughs, celebrate completion of C3, and enroll participants in the next step of their learning journey together, e.g., values activation, emotional intelligence, purposeful leadership, communication skills.






# C3 Program Overview

## Module 1: Foundations of a Purposeful Career

Exercises: Purpose Inventory + Tilt a Task Towards a Social Purpose

**Summary:** In this module you'll understand the science of a purposeful career, and explore what living a life on purpose could feel like. The Purpose Inventory invites you to reflect on your deeper truths and devotions. You'll explore what it is like when you are flourishing. You'll discover clues to your virtues, vision for the world and your unique calling. Specifically, who are you beyond your personality and roles?

### Outcomes:




-  Understand what types of activities most fulfill you
-  Build team agreements
-  Take a values-driven approach to a work task

## Module 2: Reveal Hidden Aspects of Purpose

Exercises: Community Feedback + Pinch-hit for a Co-worker

**Summary:** Now that you have had the opportunity to reflect on your own purpose, it's time to learn what others see in you. Sometimes it is hard to see who we really are, what we're great at or what horizons of impact lay ahead of us. Perhaps we can be overly critical of ourselves, or have learned not to trust our intuition. This is where the perspective of others can be useful. Odds are that others may be able to see you more clearly than you can.

### Outcomes:




-  Discover clues to your purpose that you have overlooked
-  Learn the ways you hold yourself back from living your purpose
-  Perform a values-driven good deed for a co-worker

## Module 3: Craft Your Vision

Exercises: Vision + Vision at Work

**Summary:** Your picture of success matters. When you see clearly the world you are committed to, and the vision of your highest self, it becomes clear how to steer your actions and career path. In this module you'll connect to what you most care about. You also take a step towards this vision in your career by advocating for a cause aligned with your vision at work.

### Outcomes:

-  Discover your vision for the world
-  Reflect on how it feels to improve the world
-  Take one small action towards your vision




# C3 Program Overview

## Module 4: Purpose in Action

Exercises: Core Virtues + Generate Equity

**Summary:** Now that you have amassed a treasure trove of purpose clues from reflection and those who know you best, you'll discover the virtues that are most central to your being. Virtues are the ethics, standards and principles that you are here to express and by which your life must be known. Once revealed, virtues are like a purpose multi-tool you can bring to any work or personal situation to have a greater impact and be authentically self-expressed. Connection to virtues is a powerful driver of many attributes of a healthy culture, e.g., other-centeredness, social connection, generosity, inclusion and emotional resilience.

### Outcomes:




-  Discover your unique virtues
-  Reflect on how it feels to bring your virtues to work
-  Take one new action to create a more equitable workplace

## Module 5: Connect Your Personal and Organizational Purpose

Exercises: Purpose Statement + Job Purposing Action Plan

**Summary:** Your purpose statement is a succinct expression of who you are at the deepest level. It comprises your core virtues, your greatest gifts / powers and your vision for the world. You'll reflect on the last four exercises and formulate drafts of your purpose statement. Once you have a version that feels alive, electric and resonant, you'll have a powerful tool to start making new purpose-aligned decisions. Your purpose statement is your "Lady Justice," empowering you to see which actions are aligned with your purpose and which ones are a bit off the mark.

### Outcomes:

-  Understand how connecting your virtues and vision creates impact
-  Feel the energy of your purpose statement
-  Recreate the mission of your organization in personally meaningful terms